



Daraz Seller Delisting



What is Delisting?

At Daraz, we have two kinds of delisting that can be applied to the seller if they do not meet their performance indicators as per the seller scorecard

TEMPORARY DELISTING:

Temporary delisting means that the sellers Daily Order Limit & Pending Order Limit will be set to 0 for 7 days

Their products will be visible on Daraz and they can also list new SKUs, however they will not be purchasable by customers till the delisting period is over



PERMANENT DELISTING:

Also known as the three strike policy, this means that the seller will be permanently removed from Daraz

Additionally, all associated seller accounts will also be deactivated and permanently banned

Performance Indicators for Delisting

Whether a seller gets temporarily or permanently delisted depends on their seller scorecard and performance indicators as shown in the table below:

Performance Indicator	Definition	Ideal Score	Temporary Delisting Criteria	Permanent Delisting Criteria
Out of Stock Rate (OOS)	<i>% of orders cancelled by sellers</i>	2%	6% Greater than 6%	3 times temporarily delisted in the last 6 consecutive scorecards
Quality Return Rate (QRR)	<i>% of orders returned due to sellers fault</i>	2%	>3% & 3 returns Greater than 3% and having 3 returns	
Processing Time (PT)	<i>Time between order being placed to being shipped</i>	2 Days	>6 Days Greater than 6 days	

What Happens after Delisting?

Upon being temporarily delisted:

- An email will be sent out to your registered email address informing you of the delisting with a survey attached
- You must fill out the survey. Once completed, you will be relisted on the platform after 7 days of being delisted
- If you do not fill out the survey, your shop will be put on Holiday Mode

What is Holiday Mode?

In holiday mode, your product listings go offline. Hence, you do not get orders that you can process

Upon being permanently delisted:

- An email will be sent out to your registered email address informing you of the permanent delisting
- This is done after many consequences and warnings, hence once permanently delisted, there is nothing a seller can do to bring the shop back online
- Your online shop, including all associated seller accounts will also be deactivated and permanently banned

We hope this tutorial was helpful for you!

HAVE A HAPPY SELLING JOURNEY!

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